

**E-CATALOG: BUSINESS PROCESS RE-ENGINEERING OF AVON (M) PRODUCT
CATALOG DISTRIBUTION PROCESS**

SITI FATIMAH BT YUSOF

**UNIVERSITI UTARA MALAYSIA
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**E-CATALOG: BUSINESS PROCESS RE-ENGINEERING OF AVON (M) PRODUCT
CATALOG DISTRIBUTION PROCESS**

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Fulfillment of the requirement for the degree
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**By
Siti Fatimah Bt Yusof**



KOLEJ SASTERA DAN SAINS
(College of Arts and Sciences)
Universiti Utara Malaysia

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Nama Penyelia
(Name of Supervisor) : **PROF. DR. ZULKHAIRI MD. DAHALIN**

Tandatangan
(Signature) :  Tarikh (Date) : 21/2/2011

Nama Penilai
(Name of Evaluator) : **MRS. NAFISHAH OTHMAN**

Tandatangan
(Signature) :  Tarikh (Date) : 24/2/2011

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ABSTRAK (BAHASA MALAYSIA)

Tradisional katalog produk yang dicetak berasaskan kertas adalah terhad kepada pelanggan dan tempat, dimana ianya sukar untuk dicapai selain masa dan kos mencetak, tempat simpanan dan juga penghantaran. Oleh yang demikian, kajian ini cuba untuk membentangkan hasil perekaayaan process dan prosedur daripada katalog edaran jualan langsung yang mampu menghilangkan keterbatasan fizikal dan membolehkan proses perniagaan iaitu pengedaran menjadi lebih cekap. Menggabungkan e-katalog sebagai hasil dari proses ini menunjukkan bahawa proses perniagaan dapat dimudahkan dari 32 kegiatan kepada 13 aktiviti. Dengan pendekatan peratusan tahap kecekapan proses untuk proses perniagaan yang dipilih telah meningkat secara dramatik dari 20% hingga 86% dan juga mengurangkan tahap menunggu dari 55% menjadi 7%. Untuk mengetahui keberkesanan e-katalog, 30 responden dari penjual Avon dipilih untuk menguji prototaip e-katalog. Keputusan akhir menunjukkan bahawa perekaayaan process dan prosedur mempunyai kemampuan untuk memudahkan manual kompleks dan proses berasaskan kertas, hasil yang baik, lebih efisien untuk sistem pengedaran e-katalog.

ABSTRACT (ENGLISH)

The traditional printed paper based product catalog is restricted to customers and places, which is difficult to handle in addition to time and cost of printing, storage area and shipping. Thus, this study attempts to present results of a Business Process Re-engineering (BPR) of a direct selling catalog distribution that is able to eliminate such physical limitations and enable the distribution business process to become more efficient. Incorporating e-catalog as an outcome of the BPR shows that the business process can be simplified from 32 activities to 13 activities. With this approach the percentage of process efficiency rate for business process selected has been increased dramatically from 20% up to 86% and also reduced the waiting rate from 55% to 7%. In order to rate the usefulness of e-catalog, 30 respondents from Avon dealers were selected to test the e-catalog prototype. The final result indicated that Business Process Re-engineering has the capability to simplify fairly complex manual and paper-based processes, resulting in better, more efficient e-catalog distribution system.

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CHAPTER 1: INTRODUCTION

1.1 The context of the study

The significant growth of the internet usage for advertising and selling of products has become dramatic in recent years, particularly with the proliferation of broadband technology. According to ITU (2010) which is a leading agency for information and technology issues reported that about 64.4% from 26,160,256 of the Malaysian population are using the internet. In fact, the number of internet subscribers expected to reach 10 million in the next five years (Telekom Malaysia, 2007). Considering this volume of data, today many people make use of the internet in working, learning and sales on line with greater speed and accuracy regardless of time and distance.

In 2008 internet sales for the United Kingdom increased by 51% relatively from 2007 to 2008 (Statistical Bulletin, 2009). This number indicated that users preferred to buy and sell online rather than traditional retail shopping. Technically, online business is associated with 4 components, which are product catalog, Shopping Cart, Transaction Security and Processing order. Combination

The contents of
the thesis is for
internal user
only

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